

ARLINGTON National Cemetery


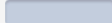






HONOR ★ REMEMBER ★ EXPLORE



Social Media, Outreach & Family Measurement October 2016

Stephen Smith, Public Affairs Office

Facebook Fan Comparison ANC Leading in Engagement

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 Smithsonian	505.6K 	▲ 1.8%	10	7.6K 
YOU 2	 Arlington National Cem...	476.2K 	▲ 0.3%	11	36.5K 
3	 3d U.S. Infantry Regime...	214.1K 	▲ 0.3%	15	16.8K 
4	 American Battle Monum...	76K 	▲ 0.1%	16	14K 
5	 Arlington House, The R...	3.7K	▲ 0.1%	3	218

ANC Enhanced Security Media Engagement



Arlington National Cemetery is phasing in enhanced security measures for those who visit the cemetery. In addition to random ID checks and other security measures already in place, the cemetery will require visitors to go through additional screening.
(YouTube/Arlington National Cemetery)

Video & Images Picked Up by The Washington Post

- ☐ Spanish American War and Philippine Insurrection (Aug 7)
- ☐ POW/MIA Remembrance Day: Never Forget (Sept 16)
- ☐ 'Then & Now' Photo Illustration Exhibit Tour (Sept 18)
- ☐ World War I (Oct. 16)
- ☐ Selection of the Tomb of the Unknown Soldier (Nov. 20)

- ☐ 2017 Tour Schedule In Development

Three Planned Conferences for 2017:

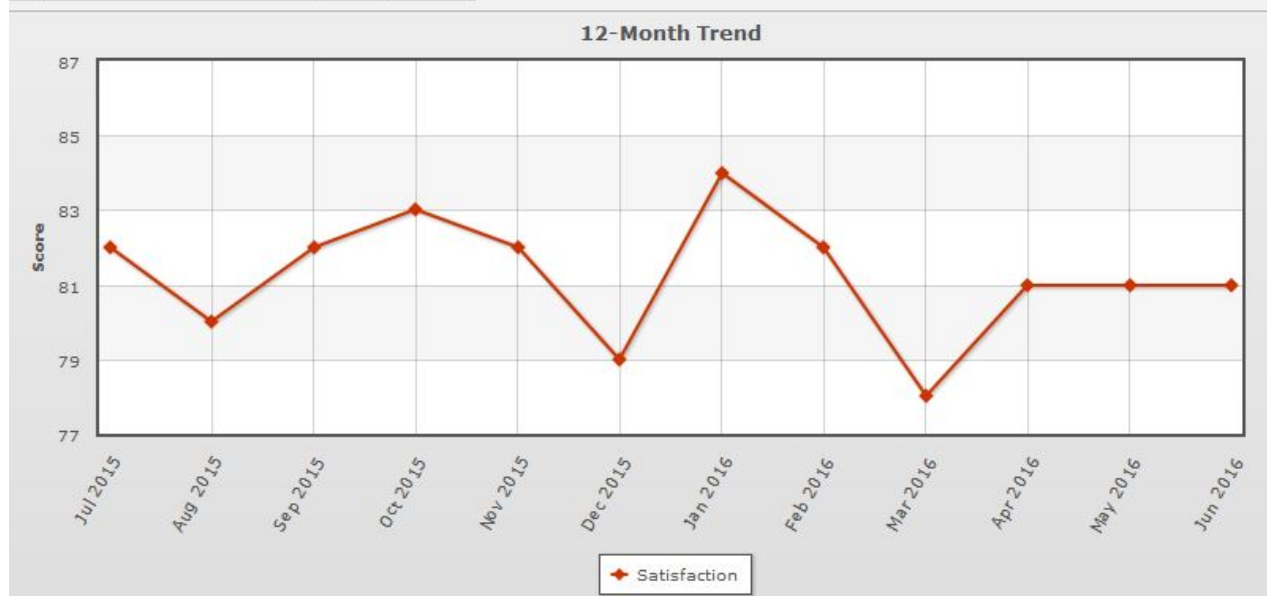
- VFW: New Orleans, July 22 - 26
- American Legion: Reno, August 18 – 24
- National Funeral Directors Assn: Boston, October 29 – November 1

ANC Web Browse
June 01, 2016 - June 30, 2016
Filter: No Filter
N: 230

<input type="checkbox"/>	Elements	Score	Impact on C.S.
<input type="checkbox"/>	Information Browsing	78	NA
<input type="checkbox"/>	Look and Feel	88	NA
<input type="checkbox"/>	Navigation	82	NA
<input type="checkbox"/>	Site Information	81	NA
<input type="checkbox"/>	Site Performance	87	NA

<input checked="" type="checkbox"/>	Customer Satisfaction
	81

<input type="checkbox"/>	Impact on F.B.	Future Behaviors	Score
<input type="checkbox"/>	NA	Primary Resource	82
<input type="checkbox"/>	NA	Recommend	83
<input type="checkbox"/>	NA	Return	83



Select Range

☐ 3 Months

☐ 6 Months

☐ 9 Months

☒ 12 Months

☐ 15 Months



Satisfaction Trendlines
Arlington National Cemetery Funeral 2015

